



# COUNTRY REPORT ON MYANMAR

PREPARED BY  
SRI LANKA EXPORT DEVELOPMENT BOARD  
February 2014

## **TABLE OF CONTENTS**

<b>Table of Contents</b>	<b>i</b>
<b>List of Tables</b>	<b>iii</b>
<b>List of Figures</b>	<b>iv</b>
<b>List of Annexes</b>	<b>v</b>
<b>1. COUNTRY PROFILE</b>	<b>1</b>
<b>2. ECONOMY OF MYANMAR</b>	<b>3</b>
<b>3. CURRENT MARKET SCENARIO IN MYANMAR</b>	<b>5</b>
<b>4. EXPORT AND IMPORT TRENDS IN MYANMAR</b>	<b>7</b>
4.1 Export performance of selected Asian countries	7
4.2 Import trends of selected Asian countries	7
4.3 Myanmar’s major exports	8
4.4 Major growth product labels- Myanmar’s Exports	8
4.5 Top Ten Export destinations of Myanmar	9
4.6 Myanmar’s major imports	10
4.7 Major growth product labels- Myanmar’s Imports	10
4.8 Top Ten Import countries to Myanmar	11
4.9 Bilateral trade relationship between Myanmar and Sri Lanka	12
4.9.1 Sri Lanka’s Exports to Myanmar	13
4.9.2 Sri Lanka’s Imports from Myanmar	13
<b>5. FACTORS AFFECTING TO MAKE ECONOMIC DECISIONS</b>	<b>15</b>
5.1 Trade Policy of Myanmar	15
5.1.1 Import Tariff	17

5.1.2 Trade Barriers	17
5.1.3 Trade agreements of Myanmar	18
5.1.4 Market opportunities in Myanmar	18
5.2 Retail market	19
5.2.1 Entry Strategy to Retail and Food Market	21
5.3 Tourism	22
5.4 Foreign Direct Investment	23
5.5 Recent policy changes	26
5.6 Challenges to doing business in Myanmar	28
<b>REFERENCES</b>	<b>29</b>
<b>ANNEXES</b>	<b>30</b>

## LIST OF TABLES

Table 2.1: Myanmar Key Industries	4
Table 4.1: Export performance of selected Asian countries	7
Table 4.2: Import trends of selected Asian countries	7
Table 4.3: Myanmar’s major exports by HS Chapter	30
Table 4.4: Major growth product labels- Myanmar’s Exports	31
Table 4.5: Top Ten Export destination of Myanmar	9
Table 4.6: Myanmar’s major imports by HS Chapter	32
Table 4.7: Major growth product labels- Myanmar’s Imports	33
Table 4.8: Top Ten Supplying countries to Myanmar	11
Table 4.9: Bilateral trade relationship between Myanmar and Sri Lanka	12
Table 4.9.1: Sri Lankan Export to Myanmar	34
Table 4.9.2: Sri Lanka’s Import from Myanmar	36
Table 4.10 Other potential Products for Sri Lanka	14
Table 5.1: Modern key retail players in Myanmar	20

**LIST OF FIGURES**

Figure 2.1: Annual Real GDP Growth (% change)	4
Figure 2.2: Myanmar GDP Trends 2000-2011	4
Figure 4.1: Myanmar's Exports	9
Figure 4.2: Myanmar's Imports	11
Figure 4.3 Exports and Imports between Sri Lanka and Myanmar	12
Figure 5.1: Myanmar Shopper: Profiles & Trend	20
Figure 5.2: Myanmar FDI Trend, 2000-2011	23
Figure 5.3: Gas Exports and Net Foreign Direct Investment	24
Figure 5.4: FDI Breakdown by sector as of 02/2012	24
Figure 5.5: FDI Countries of Origin as of 02/2012	25
Figure 5.6: Foreign Direct Investment Openness	25

## LIST OF ANNEXES

Annex 01: List of Tables	30
Annex 02: List of products imported by Myanmar	38
Annex 03: List of products exported by Myanmar	43
Annex 04: Foreign investments by Country	48
Annex 05: Main retail players in Myanmar	49
Annex 06: Main distribution players in Myanmar	54
Annex 07: Important contact details	56

## 1. COUNTRY PROFILE

### INDICATOR

Location	- Southeastern Asia, bordering the Andaman Sea and the Bay of Bengal, between Bangladesh and Thailand
Area	- 676,578 sq km (Global ranking – 40)

### DEMOGRAPHY

Population	- 55,167,330 (July 2013 est.) Global ranking – 25
Population growth rate	- 1.05% (2013 est.)
Population below poverty line	- 32.7% (2007 est.)
Labor forces	- 33.41 million (2012 est.)
Labor force - by occupation	- agriculture: 70% - Industry: 7% - Services: 23% (2001 est.)
Unemployment rate	- 5.4% (2012 est.)

### ECONOMIC INDICATORS

GDP (purchasing power parity)	- \$102.6 billion (2012 est.)
GDP - real growth rate	- 6.4% (2012 est.)
GDP - per capita (PPP)	- \$1,600 (2012 est.)
Gross national saving	- 12.9% of GDP (2012 est.)
GDP - composition, by end use	- Household consumption 80.8% - Government consumption: 3.8% - Investment in fixed capital: 16.6% - Investment in inventories: 0.4% - Exports of goods and services: 18.9% - Imports of goods and services: -20.4%
GDP - composition, by sector	
Of origin	- Agriculture: 38.8% - Industry: 19.3% - Services: 41.8% (2012 est.)
Budget revenues	- \$2.271 billion

	- Expenditures: \$4.487 billion (2012 est.)
Taxes and other revenues	- 4.2% of GDP (2012 est.)
Inflation rate (consumer prices)	- 1.5% (2012 est.)

## EXTERNAL TRADE

Exports	- \$7.82 billion (2012 est.)
Exports – commodities	- Natural gas, wood products, pulses, beans, fish, rice, clothing, jade and gems
Exports – partners	- Thailand 40.7%, India 14.8%, China 14.3%, Japan 7.4% (2012)
Imports	- \$7.998 billion (2012 est.)
Imports – commodities	- Fabric, petroleum products, fertilizer, plastics, machinery, transport equipment; cement, construction materials, crude oil; food products, edible oil
Imports – partners	- China 36.9%, Thailand 20.2%, Singapore 8.7%, South Korea 8.7%, Japan 8.2%, Malaysia 4.6% (2012)
Reserves of foreign exchange and gold	- \$6.977 billion (31 December 2012 est.)



## 2. ECONOMY OF MYANMAR



Myanmar's economy is on track to grow by 6.5% in Fiscal Year 2013 (ending 31 March 2014) and is expected to expand by 6.8% in FY2014. Growth is supported by investor optimism following policy reforms, the reinstatement of Myanmar in the European Union's Generalized System of Preferences for duty-free and quota-free market access, and a gradual easing of restrictions on financial institutions that facilitates credit to the private sector.

Tourist arrivals rose by 36% in the first 2 months of FY2013, and exports of natural gas will increase from the second half of 2013 as production from the Shwe and Zawtika gas fields comes on line. The government awarded telecommunications licenses to two international companies in June and has selected mainly international firms as preferred bidders to develop airports in Yangon and Mandalay.

Inflation rose to 5.7% year on year in April and May 2013, from around 5% in January-March, largely because of higher food prices. Forecasts in Asian Development Outlook 2013 for average inflation are revised up, reflecting higher domestic food prices and some pass-through to domestic prices of a 10% depreciation of the Kyat against the US dollar that occurred from March to August this year. Reduced credit to the government from the Central Bank should help to contain inflationary pressure over the medium term, supported by a law enacted in July 2013 to grant the central bank more operational autonomy.

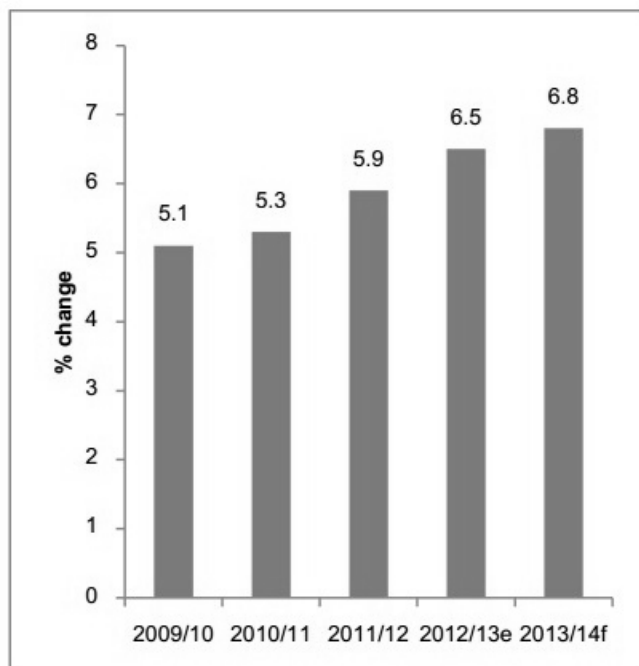
Healthy growth in exports and tourism earnings are expected to be more than offset by increased imports stemming from higher investment and an easing of foreign exchange restrictions. Forecasts of current account deficits are widened slightly from April. Stepped-up foreign direct investment and official development assistance are expected to keep the overall balance of payments in surplus. Foreign exchange reserves rose to an estimated US \$ 4.6 billion at March 2013, equivalent to 3.7 months of imports, and are projected to move higher.

## 2.1 Myanmar Key Industries ( Table 2.1)

No	Industry	No	Permitted Enterprises	
			US \$ Mn.	%
1	Power	5	18,874	46.4%
2	Oil & Gas	109	14,063	34.6%
3	Mining	66	2,814	6.9%
4	Manufacturing	164	1,761	4.3%
5	Hotel & Tourism	45	1,056	2.6%
6	Real Estate	19	1,056	2.6%
7	Livestock and Fisheries	25	324	0.8%
8	Transport and communication	16	314	0.8%
9	Industrial Estate	3	193	0.5%
10	Agriculture	7	173	0.4%
11	Construction	2	38	0.1%
12	Other Services	6	24	0.1%
Total		467	40,699	100%

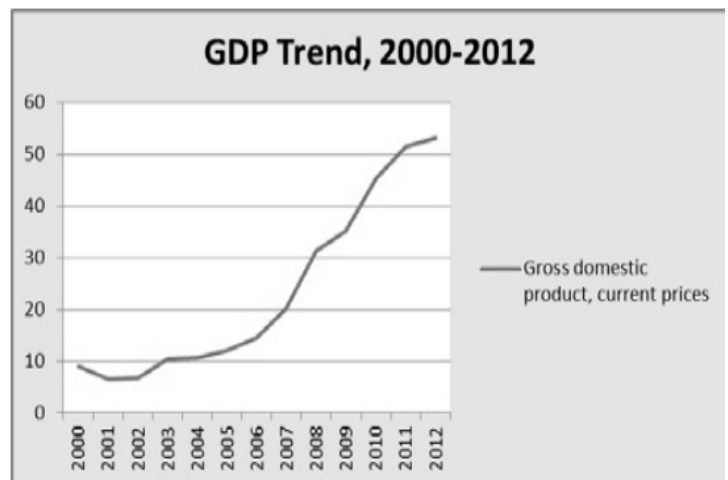
Source: PWC Business guide

Figure 2.1: Annual Real GDP Growth (% change)



Source: IMF

Figure 2.2: Myanmar GDP Trends 2000-2011



Source: IMF

In 2010 and 2011 the GDP increased at an annual % rate of respectively 5.4%

### 3. CURRENT MARKET SCENARIO IN MYANMAR

Since Myanmar has changed its economic course from a centrally planned economy to a market oriented system, a series of structural reforms have been introduced and new legal policy instruments were enacted, paving the way for a market oriented economy.

As one of the least developed countries in Asia, Myanmar has market opportunities in nearly every sector, including: infrastructure, transportation, telecommunications, tourism, hotels, agriculture, natural resources, professional services, and labor-intensive manufacturing. Companies that are specializing in construction equipment, resource extraction, refining facilities, power generation, renewable energy, processed foods, tires, chemicals, computers, textiles, garments, fertilizer, and medical equipment will find export potential in Myanmar.

Although a census has not been conducted since 1983, most experts estimate Myanmar's population at approximately 60 million people, which is comparable to that of neighboring Thailand. Currently only about four percent of Myanmar's population is considered to be in the "consuming class" with incomes above the level required for subsistence (around \$10 per day based on purchasing power parity (PPP)). The most optimistic estimates project a quadrupling of Myanmar's GDP by 2030 which the urban population is expected to double. Such dramatic growth is far from assured and assumes significant investment in upgrading the country's infrastructure in the long term, domestic consumption in Myanmar will provide important business opportunities for other countries firms.

Tourism is another sector with a significant potential for growth. According to official figures, Myanmar received 816,369 tourists in 2011 and 1,058,995 tourists in 2012 – an increase of 29%. However, the tourism sector in Myanmar is still in its infancy and faces stiff competition from regional competitors such as Thailand, which recorded more than 22 million tourists in 2012.

Myanmar's potentials with regard to trade and investment are tremendously enormous in the areas of investment, trading, training and development, services and manufacturing sectors. Besides, Myanmar is endeavoring dynamically for the development of its economy up to its fullest extent.

In the process of Sri Lanka's enhanced economic engagement with Asian neighbors, Myanmar can surely play a crucial role. Sri Lanka -Myanmar relationship is witnessing an unprecedented upswing in the recent years. The basic principle of import policy in Myanmar is to give priority to capital goods,

construction materials, other essential goods, hygienic materials for the wellbeing of the people. In addition, the State is supporting products for export promotion and as well as import substitution.

China, Thailand, and Singapore together account for nearly three quarters of Myanmar's imports. More than one third of imports are sourced from the China alone. More than 70% of Myanmar's imports are manufactured goods. Myanmar's imports are generally more diversified than exports. For example, motor cycles rank on top of Myanmar's imports from China and yet represent only 6.3% of total imports from that country.

Myanmar imports from China a broad range of capital and consumer goods, both durable and nondurable, 60%–80% on China as a supplier of these goods.

Imports from Thailand are predominantly petroleum, food and beverages, as well as a broad range of other consumer goods. The same applies to imports from Singapore. Myanmar's main supplier of petroleum, and to imports from Malaysia and Indonesia, which supply vegetable fats (palm oil) and a range of medium-technology durable goods. India is Myanmar's main source of medicaments (followed by Thailand) as well as bovine meat.

The Republic of Korea mainly supplies iron, steel and structures, whereas Japan provides motor vehicles, engines as well as civil engineering plants. Hong Kong, China is the key source of optical goods, watches and clocks, and Germany provide highly specialized machinery, tools and materials, such as special pigments and paints (see Annex 01).

Main potential products from Sri Lanka to Myanmar are Tea, nutmeg, mace, used tyres (retreaded), paints (enamels, lacquers, distempers), articles of apparel and clothing accessories, cotton fabrics, boards, panels, consoles, precious and semi-precious stones, medicaments, stuffed pasta etc. The mentioned items is indicative, Looking at trade trends between the two countries, it is important that Sri Lanka enhances its exports of all these items to Myanmar through pro-active trade facilitation measures, ranging from export-promotion schemes to up gradation and connectivity, and faster clearances.

## 4. EXPORT AND IMPORT TRENDS IN MYANMAR

### 4.1 Export performance of selected Asian countries (Table 4.1)

Value in US \$ Million

COUNTRY	2008	2009	2010	2011	2012
INDIA	181,860	176,765	220,408	301,483	289,564
MALAYSIA	198,702	152,497	195,311	228,823	229,544
THAILAND	175,907	152,497	195,311	228,823	229,544
VIETNAM	62,685	57,096	72,236	96,905	124,155
BANGLADESH	16,833	17,223	20,396	26,665	27,039
SRI LANKA	8,176	7,121	8,304	10,011	9,369
MYANMAR			7,625	8,300	8,291

Source: ITC Trade map

### 4.2 Import trends of selected Asian countries (Table 4.2)

Value in US \$ Million

COUNTRY	2008	2009	2010	2011	2012
INDIA	315,712	266,401	350,029	462,402	488,976
THAILAND	178,613	133,769	182,393	228,483	247,575
VIETNAM	80,713	69,948	84,838	106,749	125,988
BANGLADESH	18,896	18,416	26,281	31,732	30,189
SRI LANKA	13,629	9,431	12,353	19,696	17,884
MYANMAR			4,164	12,442	15,287

Source: ITC Trade map

### 4.3 Myanmar's major exports

A series of market-oriented reforms implemented in Myanmar since the late 1980s liberalized the agricultural sector, expanded the role of the private sector in foreign trade, legitimized to some extent, border trade and opened the economy to foreign investors.

These reforms led to an increase in exports (see Annex 01, table 4.3), the trade balance deteriorated owing to an increase in import demand. The total exports value in fiscal year 2012 was US \$ 8,291million. Principal recorded exports in fiscal year 2012 were Mineral fuels, Oil seed, Wood and articles of wood (see Annex 01, table 4.3). Myanmar's largest exports are mineral commodities. These include items such as natural gas, petroleum, petroleum products, precious and semi-precious stones, tin, tungsten, zinc, coal, copper, lead and cement. The largest export item is natural gas, which is largely responsible for Myanmar's economic growth. Other major commodities exported by Myanmar are pulses and beans, wood/forest products notably teak, fish, rice, rubber, clothing/garments, jade and gems. Official export figures may be grossly underestimated: Timber, jade and gems, rice, and other products find their way to Thailand and China unreported.

### 4.4 Major growth products- Myanmar's Exports

Exports in Myanmar decreased to 828.20 USD Million in November of 2013 from 1191.50 USD Million in October of 2013. Exports in Myanmar are reported by the Central Statistics Organization, Myanmar. From 2010 until 2013, Myanmar Exports averaged 794.9 USD Million reaching an all-time high of 1256.6 USD Million in August of 2011 and a record low of 502.6 USD Million in April of 2011.

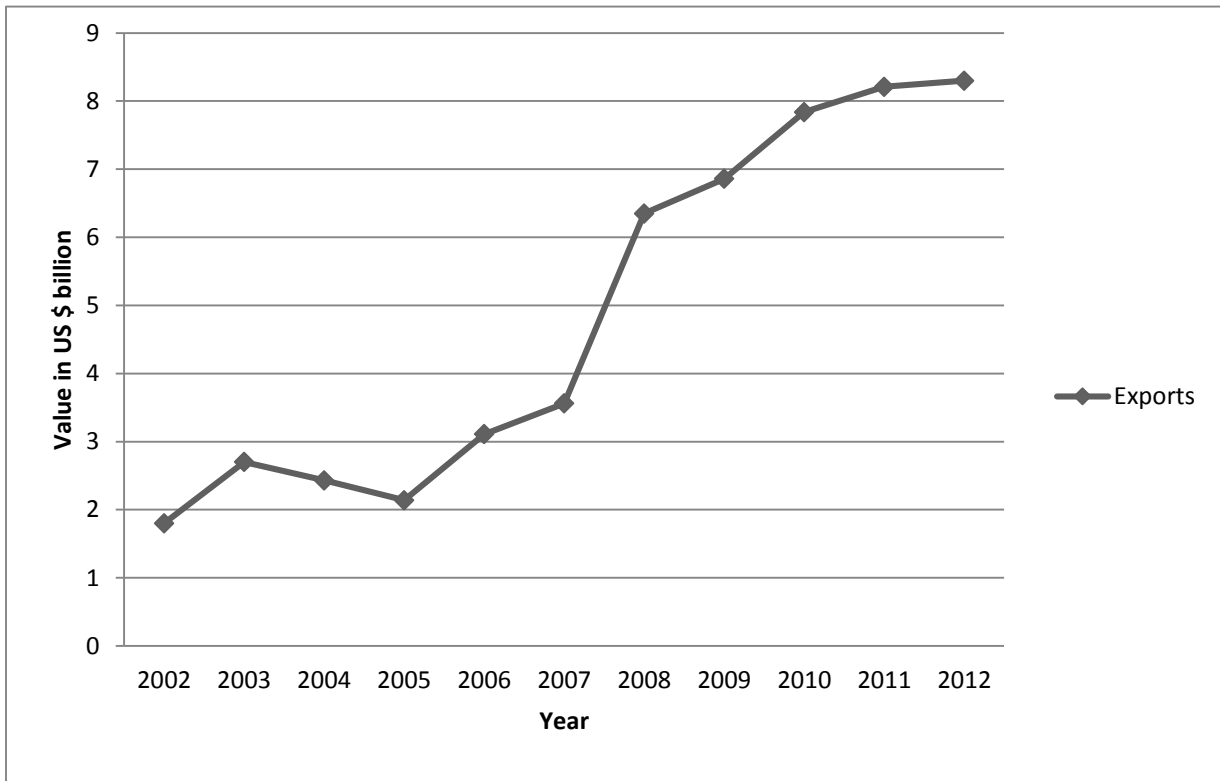
Oil and natural gas dominate Myanmar's exports. Other exports include vegetables, wood, fish, clothing, rubber and fruits. Myanmar's main exports partners are China, India, Japan, South Korea, Germany, Indonesia and Hong Kong. (See Annex 01, table 4.4)

#### 4.5 Top Ten Export destination of Myanmar (Table 4.5)

		Value in US \$ Thousand
Rank	Importers	Exported value in 2012
	Total	8,291,996
1	Thailand	3,673,985
2	India	1,346,182
3	China	1,298,226
4	Japan	672,031
5	Korea, Republic of	351,164
6	Malaysia	183,412
7	Singapore	79,035
8	Taipei, Chinese	76,692
9	United Kingdom	64,688
10	Indonesia	63,533
30	Sri Lanka	3,612

Source: ITC Trade map

Figure 4.1: Myanmar's Exports



#### **4.6 Myanmar's major Imports**

The total imports value in fiscal year 2012 was US \$ 15,287 million. The leading imports were transport equipment, non-electrical machinery such as consumption machinery and equipment related to natural gas exploration and production. Refined mineral oil (mainly diesel oil) for industrial energy was the fourth-biggest item (See Annex 01, table 4.6). Other items were final goods such as electrical machinery and apparatus and edible vegetable oil and other hydrogenated oils such as palm oil. Only "fabrics" in the garment industry are specified as intermediate goods among the main imports, and they represent just a minor portion.

#### **4.7 Major growth products- Myanmar's Imports**

Imports in Myanmar decreased to 1026.10 USD Million in November of 2013 from 1824.80 USD Million in October of 2013. Imports in Myanmar are reported by the Central Statistics Organization, Myanmar. From 2010 until 2013, Myanmar Imports averaged 797.2 USD Million reaching an all-time high of 1824.8 USD Million in October of 2013 and a record low of 334.2 USD Million in October of 2010.

Myanmar mainly imports fuel, vegetable oil, vehicles, pharmaceutical products, construction equipment, polymers, tires and machinery. Myanmar's main imports partners are China, Japan, India, Indonesia, Germany, France and Hong Kong. (See Annex 01, table 4.6)

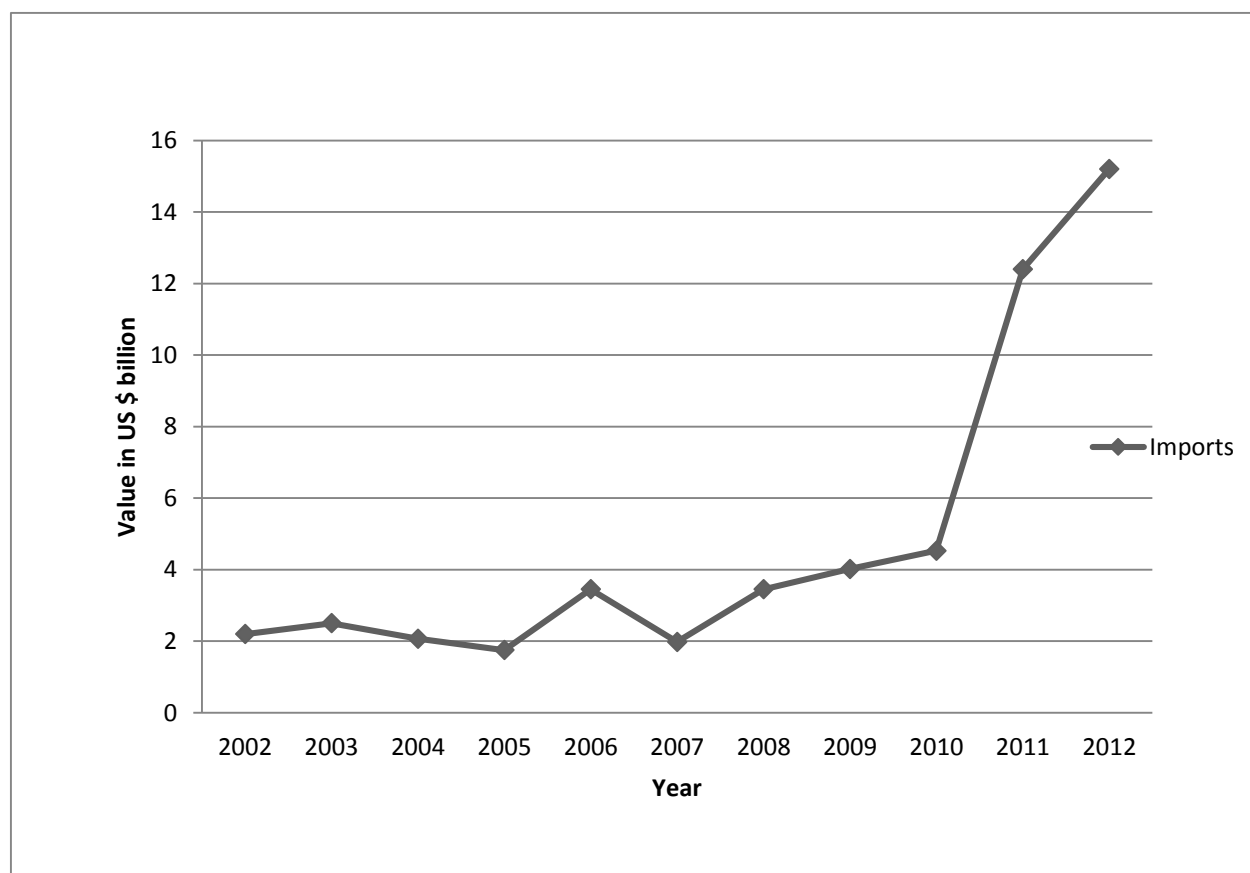


#### 4.8 Top Ten Supplying countries to Myanmar (Table 4.8)

Rank	Exporters	Value in US \$ Thousand imported value in 2012
	Total	15,287,935
1	China	5,673,756
2	Thailand	3,127,141
3	Singapore	1,339,308
4	Korea, Republic of	1,330,892
5	Japan	1,257,544
6	Malaysia	704,519
7	India	526,850
8	Indonesia	401,590
9	Taipei, Chinese	146,308
10	Russian Federation	131,089
47	Sri Lanka	607

Source: ITC Trade map

Figure 4.2: Myanmar's Imports

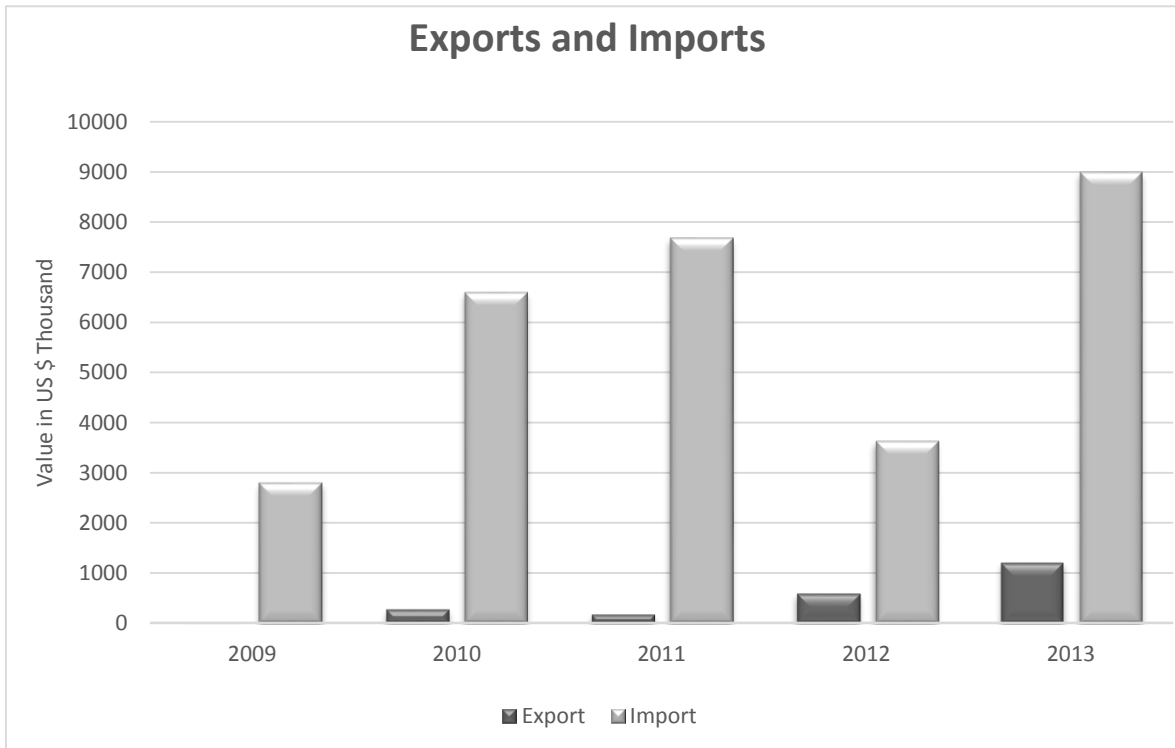


**4.9 Bilateral trade relationship between Myanmar and Sri Lanka (Table 4.9)**

	Value in US \$ Thousand				
Year	2009	2010	2011	2012	2013
<b>Imports</b>	<b>2,806</b>	<b>6,600</b>	<b>7,683</b>	<b>3,633</b>	<b>8,995</b>
<b>Exports</b>	<b>19</b>	<b>278</b>	<b>176</b>	<b>590</b>	<b>1,197</b>

Source: Sri Lanka Customs

Figure 4.3 Exports and Imports between Sri Lanka and Myanmar



#### **4.9.1 Sri Lanka's Exports to Myanmar**

Myanmar is representing 19<sup>th</sup> position in Sri Lanka's total exports to Asian region in 2013. It valued for US \$ 1 million, and 0.01% of Sri Lanka's total exports to world in 2013. During last four years Sri Lanka's export to Myanmar recorded continuous increase except 2011. In 2013, it recorded drastic increase of export to Myanmar.

Sri Lanka's major export to Myanmar are Tea, nutmeg, mace, used tyres (retreaded), paints (enamels, lacquers, distempers), articles of apparel and clothing accessories, cotton fabrics, boards, panels, consoles, precious and semi-precious stones, medicaments, stuffed pasta etc. Detailed export statistics are given in Annex 01.

#### **4.9.2 Sri Lanka's Imports from Myanmar**

Sri Lanka's imports from Myanmar has increased by US \$ 5 million in 2012-2013. Sri Lanka's import from Myanmar increased during last 04 years except in 2012. The reason for decrease in 2012 was less import of Green gram.

Sri Lanka's major import from Myanmar are Beans (dried), chickpeas (dried), cumin seeds, shrimps and prawns (fish - frozen), ginger/saffron/turmeric, knitted or crocheted fabrics, iron/steel, sawn wood, non-coniferous (wood), textile fabrics, woven fabrics, glass and glassware, vegetable textile fibers, paper yarn, woven fabrics, plastics, plywood sheets and lifting, handling, loading/unloading machinery etc.

## Other potential Products for Sri Lanka (Table 4.10)

Value in US \$ Thousand

HS Code	Product description	Imports to Myanmar	Main supplying countries	Sri Lanka's total exports	Import tariff rate in 2014
2101	Extracts essences & concentrates of coffee and tea	119,137	- Thailand - Singapore - China	10,836	10%
2106	Food preparations, nes	138,260	- Thailand - Singapore - China	44,365	15%
2202	Non-alcoholic beverages (excl. water, fruit or vegetable juices and milk)	157,822	- Thailand - China - Singapore	2,497	10%
2203	Beer made from malt	111,805	- Thailand - China - Singapore	1,921	30%
3923	Articles for the conveyance or packing of goods, of plastics; stoppers, lids, caps and other closures, of plastics	38,101	- Thailand - China - Singapore	31,305	5%
4011	New pneumatic tires, of rubber	156,495	- China - Thailand - Singapore	207,850	4%
6403	Footwear with outer soles of rubber, plastics, leather or composition leather and uppers of leather	1,221	- China - Thailand - Korea, Republic of	7,034	2%
6405	Footwear, gaiters and the like; parts of such articles	4,748	- China - Thailand - Korea, Republic of	3,093	7.5%
7308	Structures (excluding prefabricated buildings of heading 94.06) Iron steel and parts of structures (for example, bridges and bridge-sections, lock-gates, towers,	843,872	- Korea, Republic of - China - Indonesia	1,535	1.5%
7326	Articles of iron or steel	27,347	- Korea, Republic of - China - Indonesia	2,234	1%-1.5%
8537	Board & panels, equipped with two/more switches, fuses	60,926	- China - Singapore - Thailand - India	9,895	1%
8544	Insulated wire/cable	73,663	- China - Singapore - Thailand	56,871	10%

## 5. FACTORS AFFECTING ECONOMIC DECISIONS

### 5.1 Trade Policy of Myanmar

Since Myanmar has changed its economic course from a centrally planned economy into a market oriented system, a series of structural reforms had been introduced and new legal policy instruments were enacted as paving way for market oriented economy.

The Myanmar government has recognized, in the context of the market-oriented economic system, the private sector as a prime-mover of the market mechanism and pays great attention for its development. All-out efforts are being made to encourage the active participation of private sectors in foreign trade and giving full support in every angle as to cope with the international trading practices.

Myanmar is a member country to World Trade Organization (WTO), ASEAN and BIMSTEC and is having total of over (70) countries of trading partners and a series of effective measures are being taken for the increase in numbers.

#### **Basic Principles of Export**

The basic principle of export policy is to penetrate into the global market by using the existing natural and human resources and to produce value added products more than normal export items.

#### **Basic Principles of Import**

The basic principle of import policy is priority import the capital goods, construction materials, other essential goods, hygienic materials for the wellbeing of the people. In addition, the State is supporting products for export promotion and support the import substitute production.

#### **Business Opportunities**

Myanmar's potentials with regard to trade and investment are tremendously enormous in the areas of investment, trading, training and development, services and manufacturing sectors. Besides, Myanmar is endeavoring dynamically for the development of its economy up to its fullest extent.

At present, Myanmar is set as the biggest treasury land for the investors around the globe in the basis of alluring profitable benefits and potentials of its favorable conditions.

## **Agriculture**

Myanmar is well known as agro-based country. Being rich in land resources and different networks of irrigation facilities, Myanmar grows not only perennial plants but also crops such as rice, pulses and beans, maize, sesame, fruits and vegetables and exports those products to international markets. Myanmar welcomes investments in producing value-added agricultural products and processed foods. There is vast potential for investors in Agricultural Sector.

## **Livestock and Fishery**

Myanmar has a long sea coastline of 2832 kilometers and consequently it is able to export fishery products including fresh water fishes and sea water fishes. There is a plenty of of potential in fresh water fishery and shrimp for investment purposes.

## **Forestry**

Myanmar export a variety of forestry products including world famous Teak because more than half of the country's area is still covered with natural forest. Besides, Myanmar has various kinds of hardwood and softwood species. Instead of exporting raw materials, investors could have an opportunity to make investments in processing value-added products commercially for export to the international market.

## **Mining**

Myanmar is rich in mineral resources such as copper, gold, lead, zinc, silver, tin and tungsten, antimony, chromium and nickel, so that it can export mineral products including jade and gems and other semi-precious stones. New technology is needed for gem cutting, polishing and jewellery manufacturing.

## **Energy**

Oil and gas exploration is the highest contribution to the foreign direct investment in Myanmar. Investors are operating new discovery of off-shore gas fields by production sharing contracts. Myanmar also possesses vast resources of oil and gas, there is many potential for cooperation in the downstream projects in Energy sector such as refinery plants and fertilizer plants. Myanmar has hydropower potential of 37,000 megawatts can be generated from the Ayeyarwaddy, Sittaung, Thanlwin and Chindwin river basins and only about 745 megawatts has been developed so far.

## Manufacturing

Since 18 Industrial Zones along with 9,589 small and medium sized enterprises (SMEs) have already been established in different parts of country Myanmar's manufacturing sector is developing together with other sectors such as agriculture, fishery, forestry, mining, energy and hotel and tourism.

### 5.1.1 Import Tariff

Myanmar is a member of the World Trade Organization (WTO), however only 18 percent of its goods and services are covered by international tariff standards. While its commitment to binding international tariffs agreements is limited, Myanmar generally levies tariffs that are comparable or lower than that of other countries in the region. Agricultural goods have an average tariff of 8.7 percent while non-agricultural goods have an average tariff of 5.1 percent. Tariffs generally range from 0 to 40 percent. Luxury items have the highest tariffs. As a member of the ASEAN Free Trade Area (AFTA), Myanmar has committed to the Common Effective Preferential Tariff Scheme (CEPT) to reduce intra-ASEAN import tariffs to near zero by 2015.

The government can levy three types of taxes on imports: import duties, commercial taxes, and license fees. The Customs Department bases its valuation on customs, insurance, and freight (CIF) value. For some commodities, the Customs Department uses its own reference guide to determine the value of imports. The guide lists prices in kyat based on the price of these goods in Myanmar a, sometimes substantially lower or higher than their value outside Myanmar.

### 5.1.2 Trade Barriers

Recent reforms in Myanmar have started to remove some of the most significant barriers to trade including restrictive license requirements, export taxes, and arbitrary fixed exchange rates. However, many issues surrounding trade policy, which continues to evolve, remain confusing and opaque. Some restrictions on trade (for example, imports of certain agricultural products) are based on informal policies rather than official, publicized, regulations.

Until 2012, import/export licenses were required for all trading activities. In 2013, the GOM removed license requirements for 593 imported goods including: processed foods, garments, paper products, paints, cosmetics, automobile parts, tires, construction materials, electrical appliances, computer

accessories, and medical products. It also removed export license requirements for 166 goods including agricultural products, industrial forestry, and animal products.

In June 2013, the GOM announced a 2 percent tax on all imports and exports. The tax will count as an advance on the 25 percent income tax that most businesses in M must pay. There will be certain exceptions to the import/export tax, mostly for intermediate goods that are imported, assembled, and re-exported. Foreign investors registered under the new investment law (FIL) may also be exempt from this new tax.

A dual exchange rate system, which had hindered foreign trade and investment, was formally abolished in April 2012. The current exchange rate is a managed 'float regime' that closely reflects the true market rate. Nevertheless, the private financial sector, foreign exchange market, and regulatory framework remain significantly underdeveloped.

The GOM maintains a list of restricted imports and exports, although information is not publicly available. Amendments to trade policy are usually announced in local newspapers, if at all. The state has a monopoly on legal exports of teak, petroleum, natural gas, gems, jade, and pearls, though it sometimes authorizes others to export these products. Relevant government ministries control export of these natural resources. In February 2013, the GOM pledged to prohibit the export of raw teak wood beginning April 1, 2014 in an effort to conserve forest resources. It will continue to export finished wood products.

### **5.1.3 Trade agreements of Myanmar**

As a member of ASEAN, Myanmar participates in all intra-ASEAN agreements as well as multilateral free trade agreements with Australia, New Zealand, China, India, Japan, and South Korea. As one of ASEAN's least developed members, Myanmar has until 2015 to comply with required tariff reductions. The Ministry of Finance claims to have implemented 80 percent of Myanmar's tariff reduction plan.

Myanmar is a member of the World Trade Organization (WTO) and the Bay of Bengal Initiative for Multi-Sectoral Technical and Economic Cooperation (BIMSTEC). Myanmar has border trade agreements with China, India, Bangladesh, Thailand, and Laos. The GOM has signed a number of Memoranda of Understanding to expand bilateral trade with those countries. The United States and Myanmar signed a Trade and Investment Framework Agreement (TIFA) in May 2013.



#### 5.1.4 Market opportunities in Myanmar

As one of the least developed countries in Asia, Myanmar has market opportunities in nearly every sector, including: infrastructure, transportation, telecommunications, tourism, hotels, agriculture, natural resources, professional services, and labor-intensive manufacturing. Companies that are specializing in construction equipment, resource extraction, refining facilities, power generation, renewable energy, processed foods, tires, chemicals, computers, textiles, garments, fertilizer, and medical equipment will find export potential in Myanmar.

Although a census has not been conducted since 1983, most experts estimate Myanmar's population at approximately 60 million people, which is comparable to that of neighboring Thailand. Currently only about four percent of Myanmar's population is considered to be in the "consuming class" with incomes above the level required for subsistence (around \$10 per day based on purchasing power parity PPP). The most optimistic estimates project a quadrupling of Myanmar's GDP by 2030 during which the urban population is expected to double. Such dramatic growth is far from assured and assumes significant investment in upgrading the country's infrastructure in the long term, domestic consumption in Myanmar will provide important business opportunities for other countries firms.

Tourism is another sector with a significant potential for growth. According to official figures, Myanmar received 816,369 tourists in 2011 and 1,058,995 tourists in 2012 – an increase of 29%. However, the tourism sector in Myanmar is still in its infancy and faces stiff competition from regional competitors such as Thailand, which recorded more than 22 million tourists in 2012.

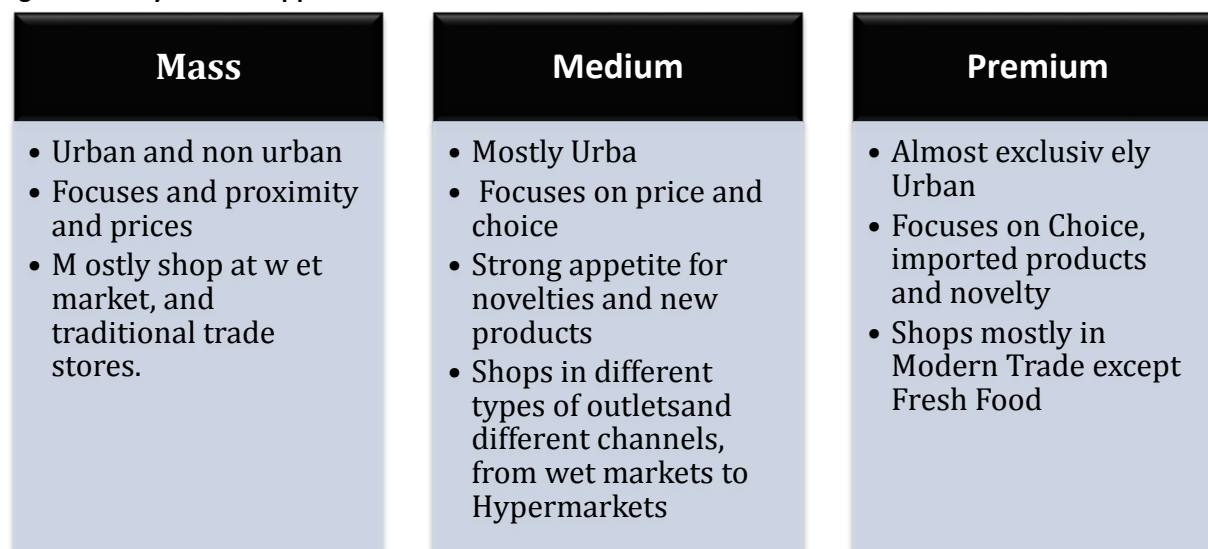
#### 5.2 Retail market

The value of Myanmar's retail market is about US\$5 billion (Bt150 billion) and grew by 20 per cent last year (inclusive of exchange-rate variations). The traditional trade represents about 90 per cent of the retail market in Myanmar. These stores come in many shapes and sizes. The main types are dry-food stores, non-food stores, and a growing number of beauty shops.

As it is still difficult to import products legally, Myanmar is a perfect example of a supply-driven market where shoppers are eager to buy almost anything that is available. While official imports are growing, and import regulations and taxes progressively smoothed by the government, border trade and wholesalers own a large part of the market

There are not many modern retailers in Myanmar yet, and they all started with a limited number of stores serving a very small number of well-off people with a large selection of quality imported products. Representing only 10 per cent of the market, modern-trade retailers have aggressive expansion plans. And so far, they have demonstrated an ability to grow their businesses without much infrastructure, which shows how ingenious and creative they are.

**Figure 5.1: Myanmar Shopper: Profiles & Trend**



**Modern key retail player in Myanmar (Table 5.1)**

Retail Brand	Format	Group	Number of Stores	Number of Cities	Est. market Share
CityMart	Supermarket	CityMart	14	2	3.5%
Ocean	Hypermarket	CityMart	4	3	2.6%
GMP	DepartmentStore	GMP	4	1	1.1%
SeinGayHar	DepartmentStore	SeinGay Har	3	1	1.1%
Orange	Supermarket	Orange	6	2	0.7%
Capital	Hypermarket	Capital	2	2	0.7%
ABC	CVS	ABC	22	1	0.2%
108	CVS	CityMart	15	1	0.2%
Grab&Go	CVS	Capital	5	1	0.02%

Source: Market research

### Consumers' behavior findings

- The Urban Myanmar Shopper is visiting several stores in a month
- Consumer is curious for new products and choice
- Consumer is rapidly confronted to an increasing number of stores and Shopping Missions
- Consumer is more and more sensitive to price and promotions
- Proximity and convenience are important as transport means still limited

### 5.2.1 Entry Strategy to Retail and Food Market

The best method for exporters is to contact supermarkets and hypermarkets directly as most of them do have their own import division. For Hotels and Restaurants Industry market, appointing local importers or agents will best meet the needs of the exporter. Exporters should be aware that hotels and restaurants do not import products by themselves and rely mostly on importers and retailers for imported products.

The distribution channel for retail and Food I markets in Myanmar normally begins with importers and retailers and then direct to retail and restaurant outlets. The foodstuffs will be kept in the importers' warehouse. The imported food products are imported into Myanmar through three major channels, which are sea freight through Yangon Port, air freight through Yangon International Airport and through border trade mainly from China and Thailand. Due to the limitation of Yangon port, which is a river port which does not expand nor accommodates large vessels, all incoming sea freight shipment of imported products needs to be transhipped in Singapore. The port's berth allowance depth is only 9 meters and a vessel's maximum permissible draft is subject to the depth of the inner bar, which is shallow in the dry season. The allowable length of 167 meters is also a constraint for large vessels.

However, the government has approved plans to develop a large port and industrial estate in Dawei in the South of Myanmar by 2015 in the country's southeast. The capacity of the Dawei Port is planned to be able to handle upward of 100 million metric tons of products a year. Additionally, both India and China are developing deep seawater ports in Rakhine State. The move is seen more as a rush to capitalize on resources for landlocked North East India, and Yunnan Province in China. Either way, it will boost development and opportunities in Western Myanmar

### 5.3 Tourism

Tourism plays as one of the key roles which serves as the bread winner of the country since its inception in over 60 years ago. The tourism sector in Myanmar has significantly increased after 2010 and so hotel industry which is related to the tourism is also booming and international societies are looking Myanmar to make investment.

Myanmar sits at the crossroads of Asia's great civilizations of India and China, and looks out onto the vast Indian Ocean next to Thailand. One of South East Asia's largest and most diverse countries, Myanmar stretches from the sparkling islands of the Andaman Sea in the south right up into the Eastern Himalayan mountain range.

Myanmar offers all the traditional delights of Asia in one fascinating country. Virgin jungles, snow-capped mountains and pristine beaches, combined with a rich and glorious heritage spanning more than two thousand years. Spectacular monuments and ancient cities attest to a vibrant culture that is still home to 135 different ethnic groups.

The country's tourism infrastructure boasts five star properties, intimate boutique hotels and family guest houses in all the major centers, as well as stunning mountain and beach resorts. Myanmar also boasts one of the lowest tourist crime records in the world, so visitors can rest assured their holiday will be carefree from start to finish.

Wherever you go in Myanmar, whether it is cruising down the mighty Ayeyarwaddy River in style, drifting over the ancient city of Bagan by hot air balloon, or searching for that elusive tiger on the back of an elephant, there is always a feeling of adventure. With two modern internal airlines upgrading and expanding their networks, new and exciting destinations off the beaten track are gradually being opened from mountain trekking and rafting in the far north to world class diving in the Mergui Archipelago.

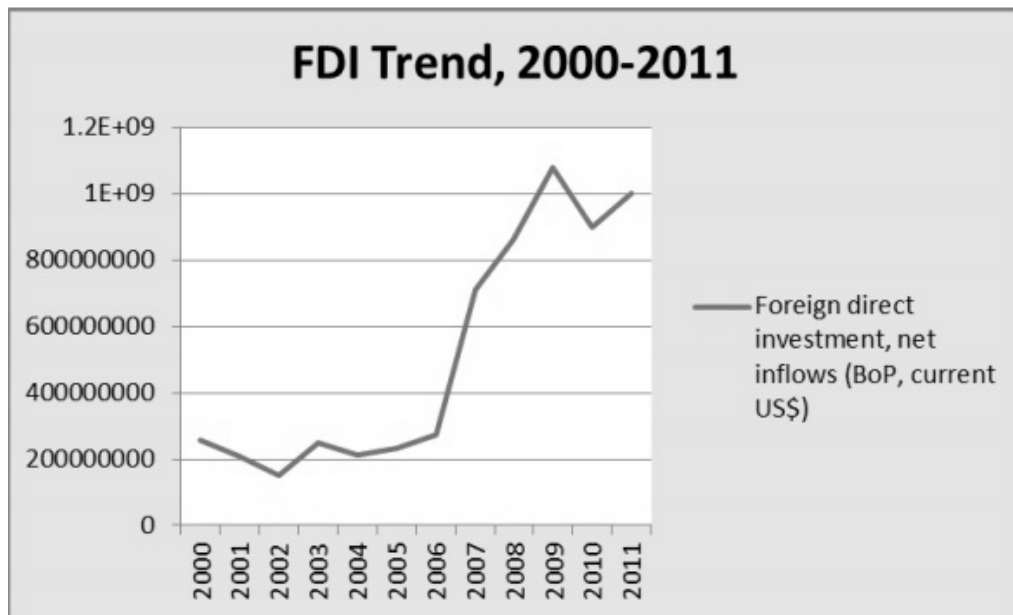
#### **Some of the leading hotels in Myanmar**

- Central Hotel Yangon
- Chatrium Hotel Yangon
- City Star Hotel Yangon
- Governor Residence Hotel
- Inya Lake Resort
- Kandawgyi Palace Hot
- Liberty Hotel
- Micasa Hotel Apartments

## 5.4 Foreign Direct Investment

Though the country's foreign relations, particularly with Western nations, have been strained, relations have thawed since the reforms following the 2010 elections. In July 2012 the US broadly eased restrictions on new investment in and the export of financial services to Myanmar. Still significant improvements in economic governance, the business climate, and the political situation are needed to promote serious foreign investment. Actual FDI inflows are typically well below the level of approved FDI contracts, generally as a result of circuitous contractual arrangements and difficulties with foreign currency arrangements, among other reasons. Furthermore, there have been very few substantial foreign investments in the services sectors except a few large investments in the hotel industry, as most services sectors are not fully liberalized in terms of foreign investment. Figure 5.2 shows the trend of FDI in the last ten years.

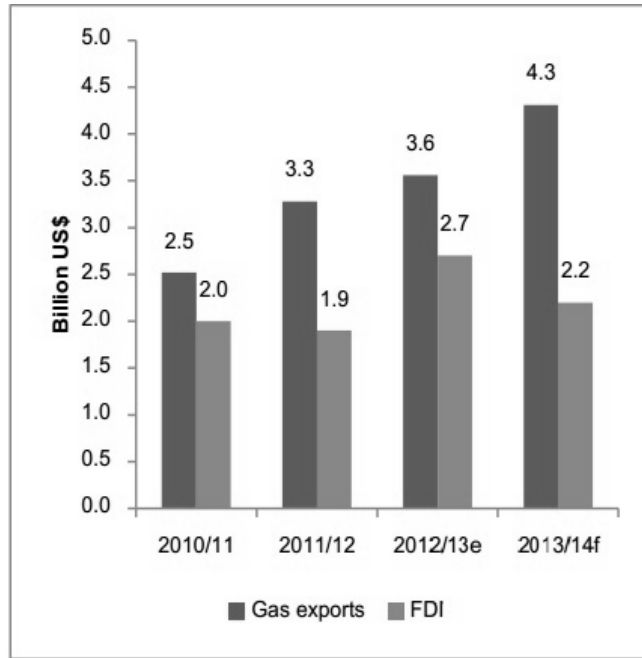
**Figure 5.2: Myanmar FDI Trend, 2000-2011**



Source: World Bank, Databank

Foreign investment contributed in large part to the strong growth and optimistic outlook for the economy. In Myanmar, FDI rose to \$2.7 billion in 2012-2013, up from the \$1.9 billion in 2011-2012, with energy, garment, information technology, and food and beverages sectors receiving most of that investment. The government passed a new foreign investment law that is expected to continually help improve the foreign investment environment.

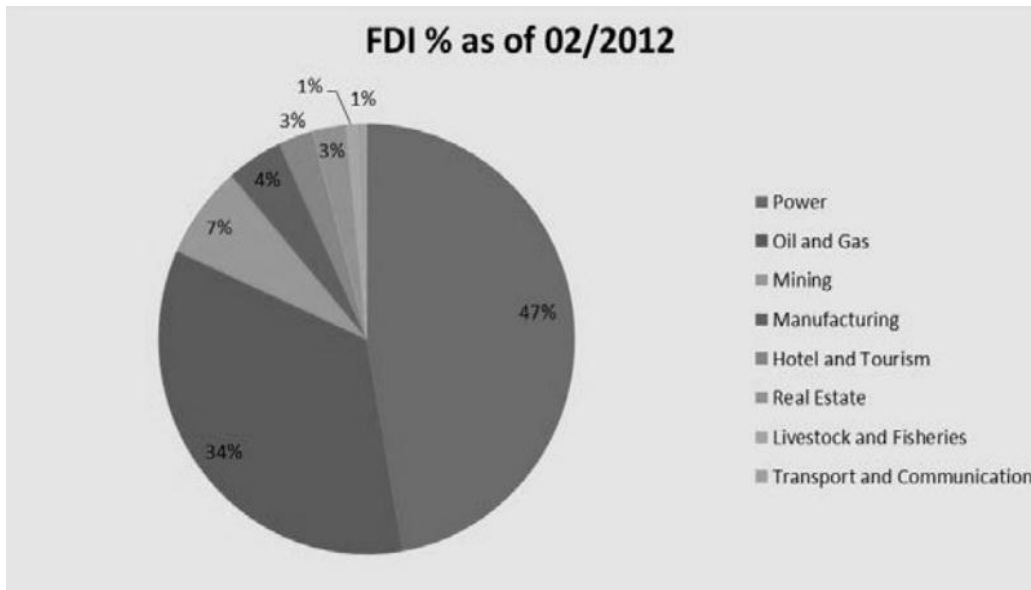
**Figure 5.3: Gas Exports and Net Foreign Direct Investment (US\$ in billions)**



Source: IMF

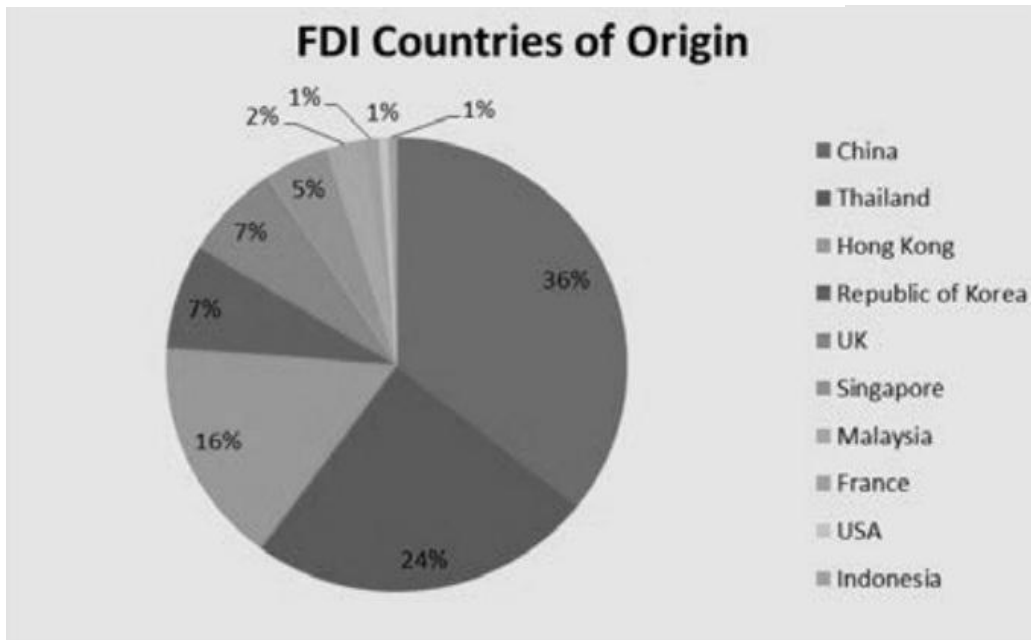
Figure 5.4 shows the composition of FDI towards Myanmar; as already pointed out foreigners mainly invest in energy-related resources. Power and Oil and gas alone count for 80% of the total FDI.

**Figure 5.4: FDI Breakdown by sector as of 02/2012**



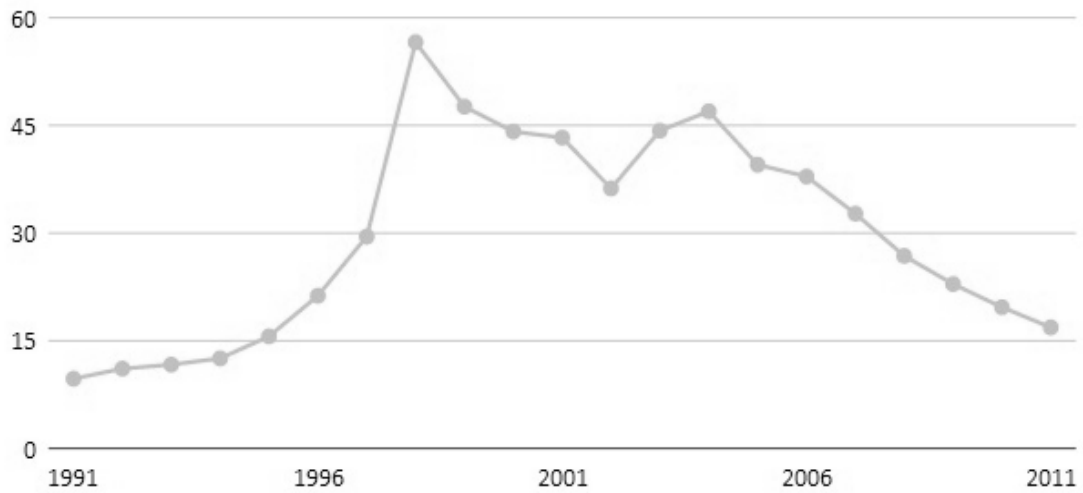
Source: OECD

Figure 5.5: FDI Countries of Origin as of 02/2012



Source: OECD

Figure 5.6: Foreign Direct Investment Openness  
(Total FDI as % of GDP)



Source: OEC

## 5.5 Recent policy changes

- **The requirement for import and export license was recently removed on some 600 products.** The Government became cognizant of the fact that these licensing requirements were only making importation and exportation of goods unnecessarily cumbersome, and therefore, hampering international trade. The move is therefore aimed at ensuring that Myanmar takes full advantage of trading opportunities that are opening up, the latest being the expiration and non-renewal of the broader ban in July on imports from Myanmar to the United States, excluding jadeite and rubies, and articles of jewelry containing them. In addition, the recent reinstatement of trade preferences under the EU's generalized System for Preferences (GSP) for least-developed countries will give Myanmar duty and quota free access to the EU market for all its exports, except arms and ammunition.
- **Restrictions have been removed on trading in foreign exchange amongst local private banks while some of the restrictions on the withdrawal of foreign exchange by foreign nationals have also been relaxed.** The introduction of interbank trading in foreign exchange is a significant step towards the establishment of an international foreign exchange market. Recently, the Central Bank constituted a Yangon Foreign Exchange Market Committee as part of the process towards the establishment of a fully operational international foreign exchange market. At the customer level, some of the restrictions on foreign exchange transactions by foreign nationals have been relaxed. In particular, foreign nationals can now withdraw from their foreign-currency bank accounts every week-day, instead of only two days a week. With the withdrawal limit still set at US\$10,000, this means that foreign nationals can now withdraw up to US\$50,000 a week (in five installments), up from US\$20,000. However, foreign nationals are still not allowed to open savings accounts at state-owned or private banks.
- **Parliament approved new regulations on foreign investment.** The Foreign Direct Investment (FDI) law that was passed in November 2012 was general in most of its provisions and hence, difficult to implement in practice. Therefore the new regulations, which were passed on March 18, 2013, seek to supplement and operationalize the Foreign Direct Investment (FDI) Law. For example, the FDI Law restricted or prohibited foreign investment in a range of sectors such as agriculture, livestock, fisheries and manufacturing and services “which can be carried out by the citizens,” while also limiting foreign investment in sectors that could affect the natural



environment and public health. On the other hand, the regulations permit 20 percent foreign ownership in a firm in these sectors, if a citizen of Myanmar owns the remaining 80 percent.

- **Insurance licenses have been issued to private providers for the first time in 50 years.** Since 1963, the insurance sector has been serviced only by the state-owned company Myanmar Insurance. However, in September 2012, 12 private companies were shortlisted and on May 25, licenses were issued to five companies after they fulfilled the final requirements. Four more companies were recently issued licenses and altogether there are nine private companies offering insurance in Myanmar.

## 5.6 Challenges in doing business in Myanmar

The business climate in Myanmar has changed rapidly. The United States has eased its sanctions, and the EU and Australia have lifted theirs completely, except for a ban on the sale of military goods and services. Major obstacles remain, however, and despite new pledges by the government to improve the country's infrastructure, it will take years to marshal the investments needed to yield significant improvements. One major obstacle is obtaining accurate and relevant market and financial data. Statistics for Myanmar's economy are difficult to verify, making it difficult to accurately predict future performance. Demand for well-educated and trained workers outstrips supply.

Government ministers and their staff are overwhelmed due to the spike in interest from foreign governments, NGOs, and multinational businesses. Real-estate prices have tripled, and Myanmar's small number of hotels means that it can be extremely difficult to find accommodation - even with rates that verge on the exorbitant. A sampling of the market challenges that Myanmar has begun to address, but needs to show significant progress on, includes:

- An unpredictable legal and regulatory system that relies on practices and government discretion rather than written laws.
- Opaque economic policymaking, including laws and rules drafted without public consultation and frequent, unpublicized and unwritten policy changes
- Investments approved on a case-by-case basis by the Myanmar Investment Commission.
- Weak rule of law and property rights; the judiciary is not independent and lacks experience with commercial litigation and arbitration.
- Arbitrary tax policies.
- A small and inexperienced financial sector and shallow domestic capital market.
- Continued unpredictability as well as limited supply of electricity, especially in areas outside Rangoon and other major cities.
- Poor infrastructure including communications and transportation network.
- Location of most government offices in the administrative capital, Nay Pyi Taw, 200 miles from the commercial capital of Rangoon and with limited air connectivity.

## REFERENCES

- Annual report 2011-2012 ( Central Bank of Myanmar)
- The Myanmar Economic Monitor – Retrieved from [www.worldbank.org/myanmar](http://www.worldbank.org/myanmar)
- Myanmar Business Guide – Retrieved from [http://www.pwc.com/en\\_SG/sg/assets/document/myanmar\\_business\\_guide.pdf](http://www.pwc.com/en_SG/sg/assets/document/myanmar_business_guide.pdf)
- Doing Business in Myanmar ( Myanmar) – Retrieved from [http://export.gov/thailand/build/groups/public/@eg\\_th/documents/webcontent/eg\\_th\\_065502.pdf](http://export.gov/thailand/build/groups/public/@eg_th/documents/webcontent/eg_th_065502.pdf)
- International Trade Center- <http://www.trademap.org>
- Sri Lanka Customs
- Organization for Economic Co-operation and Development (OECD)

Prepared by :  
S.A.G. Anuradha  
Assistant Director  
Market Development Division

**Disclaimer:**

The Sri Lanka Export Development Board, (EDB), has taken every care in the preparation of the content of this report, but the EDB cannot be held responsible for any errors, defects, lost profits, or other consequential damages arising from the use of any information obtained either directly or indirectly from this report. The EDB accepts no liability whatsoever.

## ANNEXES

## ANNEX: 01

## List of Tables

## Myanmar's major exports by HS Chapter (Table 4.3)

Value in US \$ Million

HS Code	Product label	2010	2011	2012
'27	Mineral fuels, oils, distillation products, etc	2,936	3,146	3,509
'44	Wood and articles of wood, wood charcoal	607	1,086	1,173
'62	Articles of apparel, accessories, not knit or crochet	332	793	843
'07	Edible vegetables and certain roots and tubers	891	851	809
'71	Pearls, precious stones, metals, coins, etc	1,871	797	321
'03	Fish, crustaceans, molluscs, aquatic invertebrates nes	318	306	279
'26	Ores, slag and ash	10	244	232
'40	Rubber and articles thereof	194	228	199
'10	Cereals	169	226	170
'64	Footwear, gaiters and the like, parts thereof	52	102	116
'12	Oil seed, oleagic fruits, grain, seed, fruit, etc, nes	71	80	116
'90	Optical, photo, technical, medical, etc apparatus	9	63	89
'74	Copper and articles thereof	52	38	62
'61	Articles of apparel, accessories, knit or crochet	4	51	61
'08	Edible fruit, nuts, peel of citrus fruit, melons	2	41	53
'25	Salt, sulphur, earth, stone, plaster, lime and cement	5	34	30

Source: ITC Trade map

**Major growth products- Myanmar's Exports (Table 4.4)**

Value in US \$ Thousand

HS Code	Product Description	Trade Indicators	
		Exported value 2012 (USD thousand)	Annual growth in value between 2008-2012 (% p.a.)
'15	Animal,vegetable fats and oils, cleavage products, etc	2,414	301
'76	Aluminium and articles thereof	1,689	273
'29	Organic chemicals	4,797	236
'34	Soaps, lubricants, waxes, candles, modelling pastes	704	236
'20	Vegetable, fruit, nut, etc food Preparations	29,842	171
'24	Tobacco and manufactured tobacco substitutes	8,043	92
'11	Milling products, malt, starches , inulin, wheat gluten	7,801	90
'39	Plastics and articles thereof	6,323	85
'71	Pearls, precious stones, metals, coins, etc	321,500	78
'01	Live animals	14,103	46
'90	Optical, photo, technical, medical, etc apparatus	89,529	36
'40	Rubber and articles thereof	199,564	33
'74	Copper and articles thereof	62,054	32
'62	Articles of apparel, accessories, not knit or crochet	843,282	23

Source: ITC Trade map

## Myanmar's major imports by HS Chapter (Table 4.6)

		Value in US \$ Million		
HS Code	Product label	2010	2011	2012
'87	Vehicles other than railway, tramway	167	1,337	2,088
'84	Machinery, nuclear reactors, boilers, etc	534	1,961	1,866
'73	Articles of iron or steel	289	959	1,634
'85	Electrical, electronic equipment	238	842	1,209
'27	Mineral fuels, oils, distillation products, etc	947	939	1,135
'72	Iron and steel	221	621	680
'15	Animal,vegetable fats and oils, cleavage products, etc	174	513	555
'39	Plastics and articles thereof	214	426	453
'22	Beverages, spirits and vinegar	1	286	361
'55	Manmade staple fibres	192	306	319
'21	Miscellaneous edible preparations	25	276	307
'89	Ships, boats and other floating structures	172	143	302
'30	Pharmaceutical products	163,	235	277
'52	Cotton	35	198	254
'40	Rubber and articles thereof	66	209	221
'25	Salt, sulphur, earth, stone, plaster, lime and cement	94	147	186
'19	Cereal, flour, starch, milk preparations and products	6	161	180
'90	Optical, photo, technical, medical, etc apparatus	24	159	179
'54	Manmade filaments	10	172	170
'48	Paper and paperboard, articles of pulp, paper and board	55	149	169

Source: ITC Trade map

## Major growth products- Myanmar's Imports (Table 4.7)

HS Code	Product Description	Value in US \$ Thousand	
		Trade Indicators	
		Exported value 2012 (USD thousand)	Annual growth in value between 2008-2012 (% p.a.)
'91	Clocks and watches and parts thereof	120,132	103
'89	Ships, boats and other floating structures	302,128	98
'73	Articles of iron or steel	1,634,102	70
'23	Residues, wastes of food industry, animal fodder	63,298	64
'71	Pearls, precious stones, metals, coins, etc	5,172	62
'17	Sugars and sugar confectionery	58,002	56
'66	Umbrellas, walking-sticks, seat-sticks, whips, etc	5,333	54
'87	Vehicles other than railway, tramway	2,088,471	53
'12	Oil seed, oleagic fruits, grain, seed, fruit, etc, nes	7,358	50
'50	Silk	5,336	46
'31	Fertilizers	88,955	45
'22	Beverages, spirits and vinegar	361,615	40
'64	Footwear, gaiters and the like, parts thereof	109,918	33
'55	Manmade staple fibres	319,401	30
'21	Miscellaneous edible preparations	307,491	29
'84	Machinery, nuclear reactors, boilers, etc	1,866,670	28
'85	Electrical, electronic equipment	1,209,558	28
'15	Animal,vegetable fats and oils, cleavage products, etc	555,323	22
'39	Plastics and articles thereof	453,392	

Source: ITC Trade map

## Sri Lanka's Exports to Myanmar (Table 4.9.1)

HS Code	Description	Value in US \$ Thousand			
		2010	2011	2012	2013
H.84185090	--Other furniture for storage & display, 34essel34rating refrigerating & freezing equipments				263
H.040711	--Of fowls of the species Gallus domesticus				184
H.120190	-Soya beans, whether or not broken.				137
H.32100090	--Paints and varnishes, nes, not based on polymers			60	107
H.09071012	--Cloves				93
H.040719	-Birds' eggs, in shell, fresh, preserved or cooked :				89
H.09081191	--Wormy and Punky				74
H.09081119	-Neither crushed nor ground				65
H.38021021	--Activated carbon – Other granular of coconut shell	106	26	147	24
H.87163910	--Other trailers and semi-trailers for transport of goods, not more than 5 years old				22
H.09023019	-Black tea (fermented) and partly fermented tea, in immediate packing of a content not exceeding 3 kg :				20
H.89039990	--Other yachts and other 34essel for sports, not inflatable and not rowing boarts for spor				17
H.090821	-Nutmeg, mace and cardamoms.				16
H.841320	-Pumps for liquids, whether or not fitted with a measuring device; liquid elevators.				14
H.85366990	--Plugs and sokets, other				12
H.85365090	-Other switches :				11
H.293690	-Provitamins and vitamins, natural or reproduced by synthesis (including natural concentrates) derivatives	6		21	10



	thereof used primarily as vitamins, and intermixtures of the foregoing, whether or not in any solvent.				
<b>H.853620</b>	-Electrical apparatus for switching or protecting electrical circuits, or for making connections to or in electrical circuits				6
<b>H.330499</b>	--Beauty, make-up, skin-care (incl. suntan), nes				5
<b>H.63090090</b>	-Worn clothing and other worn articles:	1	2	11	4
<b>H.94036090</b>	--Wooden furniture, nes			.89	3
<b>H.611490</b>	--Garments of other textiles, knitted or crocheted, nes				3
<b>H.340130</b>	--Organic surface-active products and preparations for washing the skin, in the form of...				2
<b>H.48194090</b>	--Other saks and bags incl cones, nes				1
<b>H.32149090</b>	--Non refractory surfacing preparations for facades, indoor walls etc. nes				1
<b>H.85366910</b>	--For voltage not exceeding 80V				.50
<b>H.49019910</b>	--printed books		.62		.25
<b>H.85011010</b>	--Motors of an output not exceeding 37.5 W – DC motors				.19
<b>H.96019090</b>	-Worked bone, tortoise-shell, horn... and articles thereof, nes				.11
<b>H.76151010</b>	--Pot scourers and scouring or polishing pads, gloves and the like				.076
	Others	164	146	348	359
	<b>Total :</b>	<b>278</b>	<b>176</b>	<b>590</b>	<b>1,197</b>

Source: Sri Lanka Customs

## Sri Lanka's Imports from Myanmar (Table 4.9.2)

HS Code	Description	Value in US \$ Thousand			
		2010	2011	2012	2013
H.07133190	--Black gram (dried)	292	5,08,	2,243	3,290
H.07133110	--Green gram (moong), dried	1,283	1,532	411	3,047
H.071335	--Cow peas (Vigna unguiculata)			115	618
H.440929	--Wood continuously shaped ..., nes	91	134		405
H.07136090	-Pigeon peas (Cajanus cajan)				401
H.07132020	--Split			43	383
H.440839	--Tropical veneer sheets and sheets for plywood specified in Subhdg Note 1 to Ch44=<6mm	33	55	115	215
H.440729	--Other tropical wood specified in Subheading Note 1 to Ch44 sawn lengthwise...>6mm nes				136
H.07132010	-Dried chickpeas, shelled		55	75	110
H.440890	--Veneer sheets and sheets for plywood and other wood, =	9			57
H.460212	--Of rattans		71	34	40
H.071332	-Dried leguminous vegetables, shelled, whether or not skinned or split.	3	40	56	30
H.090921	-Seeds of anise, badian, fennel, coriander, cumin or caraway; juniper berries.				28
H.07136010	--Toor Dhal			2	26
H.540244	--Elastomeric				25
H.480300	--Toilet... similar paper, in rolls or sheets				24
H.350220	--Milk albumin, including concentrates of two or more whey proteins			19	15

<b>H.071333</b>	-Dried leguminous vegetables, shelled, whether or not skinned or split.		32	17	15
<b>H.283311</b>	-Sulphates; alums; peroxosulphates (persulphates).				11
<b>H.580421</b>	--Lace of man-made fibres in piece, in strips or in motifs, machine made				9
<b>H.842890</b>	-Other lifting handling, loading or unloading machinery (for example, lifts, escalators, conveyors, teleferics).				7
<b>H.09024019</b>	-Other black tea (fermented) and other partly fermented tea :				6
<b>H.060390</b>	--Dried, dyed, bleached or otherwise prepared cut flowers and buds				6
<b>H.460211</b>	--Of Bamboo		17	2	5
<b>H.140110</b>	-Vegetable materials of a kind used primarily for plaiting (for example, bamboos, rattans, reeds, rushes, osier, raffia, cleaned, bleached or dyed cereal straw, and lime bark).				5
<b>H.12119090</b>	--Other plants and parts of a kind used in perfumery, in pharmacy or in insecticidal etc				3
<b>H.482210</b>	--Bobbins, spools..., of paper or paperboard for winding textile yarn			1	2
<b>H.12119010</b>	--Dried Cinnamon leaves, with out any parts of branches				2
<b>H.580620</b>	--Narrow woven fabrics, with >=5% elastomeric yarn or rubber thread				1
	Others	4,826	602	461	4
	<b>Total :</b>	<b>6,600</b>	<b>7,683</b>	<b>3,633</b>	<b>8,995</b>

Source: Sri Lanka Customs

## ANNEX: 02

## List of products imported by Myanmar

Value in US \$ Thousand

HS Code	Product label	Imported value in 2010	Imported value in 2011	Imported value in 2012
<b>TOTAL</b>	All products	4,164,318	12,442,086	15,287,935
'87	Vehicles other than railway, tramway	167,987	1,337,202	2,088,471
'84	Machinery, nuclear reactors, boilers, etc	534,758	1,961,274	1,866,670
'73	Articles of iron or steel	289,947	959,380	1,634,102
'85	Electrical, electronic equipment	238,593	842,072	1,209,558
'27	Mineral fuels, oils, distillation products, etc	947,748	939,913	1,135,651
'72	Iron and steel	221,395	621,900	680,943
'15	Animal,vegetable fats and oils, cleavage products, etc	174,556	513,549	555,323
'39	Plastics and articles thereof	214,496	426,383	453,392
'22	Beverages, spirits and vinegar	1,326	286,063	361,615
'55	Manmade staple fibres	192,326	306,121	319,401
'21	Miscellaneous edible preparations	25,044	276,626	307,491
'89	Ships, boats and other floating structures	172,170	143,060	302,128
'30	Pharmaceutical products	163,419	235,872	277,753
'52	Cotton	35,388	198,637	254,845
'40	Rubber and articles thereof	66,177	209,523	221,383
'25	Salt, sulphur, earth, stone, plaster, lime and cement	94,449	147,809	186,485
'19	Cereal, flour, starch, milk preparations and products	6,875	161,269	180,858

'90	Optical, photo, technical, medical, etc apparatus	24,892	159,106	179,203
'54	Manmade filaments	10,842	172,453	170,684
'48	Paper and paperboard, articles of pulp, paper and board	55,997	149,394	169,332
'88	Aircraft, spacecraft, and parts thereof	15,817	38,083	145,634
'29	Organic chemicals	24,143	137,933	143,197
'91	Clocks and watches and parts thereof	665	8,515	120,132
'94	Furniture, lighting, signs, prefabricated buildings	12,981	153,301	118,406
'64	Footwear, gaiters and the like, parts thereof	6,921	82,456	109,918
'33	Essential oils, perfumes, cosmetics, toileteries	12,934	103,567	109,352
'99	Commodities not elsewhere specified	-	80,162	101,646
'34	Soaps, lubricants, waxes, candles, modelling pastes	9,170	84,441	95,678
'96	Miscellaneous manufactured articles	20,775	68,749	90,554
'31	Fertilizers	13,108	89,708	88,955
'76	Aluminium and articles thereof	18,500	86,124	84,433
'60	Knitted or crocheted fabric	3,635	71,572	78,928
'10	Cereals	10	63,718	77,270
'38	Miscellaneous chemical products	24,592	86,214	75,351
'69	Ceramic products	15,867	52,177	69,030
'32	Tanning, dyeing extracts, tannins, derivs, pigments etc	11,568	57,753	64,925
'23	Residues, wastes of food industry, animal fodder	2,481	37,772	63,298
'63	Other made textile articles, sets, worn clothing etc	9,305	52,657	58,360
'17	Sugars and sugar confectionery			

		8,852	71,550	58,002
'56	Wadding, felt, nonwovens, yarns, twine, cordage, etc	7,261	54,888	56,311
'04	Dairy products, eggs, honey, edible animal products	53,160	87,092	55,351
'62	Articles of apparel, accessories, not knit or crochet	4,001	54,727	51,346
'58	Special woven or tufted fabric, lace, tapestry etc	44,059	41,379	50,197
'70	Glass and glassware	16,506	49,631	49,205
'28	Inorganic chemicals, precious metal compound, isotopes	18,285	51,425	46,882
'59	Impregnated, coated or laminated textile fabric	4,036	40,729	45,814
'83	Miscellaneous articles of base metal	15,545	40,245	45,164
'05	Products of animal origin, nes	1,105	34,811	45,120
'68	Stone, plaster, cement, asbestos, mica, etc articles	11,208	38,372	42,649
'41	Raw hides and skins (other than furskins) and leather	17,129	30,595	35,983
'61	Articles of apparel, accessories, knit or crochet	293	28,938	35,070
'82	Tools, implements, cutlery, etc of base metal	7,165	33,931	33,217
'24	Tobacco and manufactured tobacco substitutes	1,101	20,556	25,581
'51	Wool, animal hair, horsehair yarn and fabric thereof	817	14,807	23,073
'95	Toys, games, sports requisites	1,926	14,511	20,881
'20	Vegetable, fruit, nut, etc food preparations	347	17,711	19,898
'11	Milling products, malt, starches, inulin, wheat gluten	66,785	12,703	19,058
'86	Railway, tramway locomotives, rolling stock, equipment	6,431	11,843	18,047
'35	Albuminoids, modified starches, glues, enzymes	6,606	16,115	17,801
'09	Coffee, tea, mate and spices			

		3,217	13,194	16,650
'74	Copper and articles thereof	3,592	8,686	15,527
'16	Meat, fish and seafood food preparations nes	184	13,217	15,332
'44	Wood and articles of wood, wood charcoal	2,067	10,947	15,314
'02	Meat and edible meat offal	33	32,422	15,286
'42	Articles of leather, animal gut, harness, travel goods	2,632	7,751	15,223
'08	Edible fruit, nuts, peel of citrus fruit, melons	51	7,605	15,101
'57	Carpets and other textile floor coverings	641	17,662	13,032
'43	Furskins and artificial fur, manufactures thereof	3	8,068	12,197
'49	Printed books, newspapers, pictures etc	4,622	9,503	12,181
'37	Photographic or cinematographic goods	1,981	8,504	10,379
'79	Zinc and articles thereof	3,514	18,488	9,183
'46	Manufactures of plaiting material, basketwork, etc.	11	4,403	7,888
'18	Cocoa and cocoa preparations	532	8,413	7,630
'12	Oil seed, oleagic fruits, grain, seed, fruit, etc, nes	1,256	9,096	7,358
'50	Silk	410	4,543	5,336
'66	Umbrellas, walking-sticks, seat-sticks, whips, etc	667	5,090	5,333
'71	Pearls, precious stones, metals, coins, etc	5	2,210	5,172
'36	Explosives, pyrotechnics, matches, pyrophorics, etc	74	11,163	4,957
'65	Headgear and parts thereof	142	2,542	4,593
'53	Vegetable textile fibres nes, paper yarn, woven fabric	2	4,354	4,076
'67	Bird skin, feathers, artificial flowers, human hair	610	1,473	3,790

'07	Edible vegetables and certain roots and tubers	100	11,092	3,601
'13	Lac, gums, resins, vegetable saps and extracts nes	825	3,236	3,590
'92	Musical instruments, parts and accessories	158	1,661	3,459
'03	Fish, crustaceans, molluscs, aquatic invertebrates nes	274	2,007	2,877
'01	Live animals	23	2,539	1,858
'06	Live trees, plants, bulbs, roots, cut flowers etc	196	872	1,573
'78	Lead and articles thereof	1,662	2,821	1,280
'47	Pulp of wood, fibrous cellulosic material, waste etc	208	1,549	1,105
'26	Ores, slag and ash	11	542	519
'93	Arms and ammunition, parts and accessories thereof	-	35,529	345
'81	Other base metals, cermets, articles thereof	192	95	237
'75	Nickel and articles thereof	10	180	230
'97	Works of art, collectors pieces and antiques	9	288	205
'80	Tin and articles thereof	883	245	165
'14	Vegetable plaiting materials, vegetable products nes	33	212	147
'45	Cork and articles of cork	14	3	10

Source: ITC Trade map



## ANNEX: 03

## List of products exported by Myanmar

Value in US \$ Thousand

HS Code	Product label	Exported value in 2010	Exported value in 2011	Exported value in 2012
<b>TOTAL</b>	All products	7,625,237	8,300,076	8,291,996
'27	Mineral fuels, oils, distillation products, etc	2,936,006	3,146,346	3,509,425
'44	Wood and articles of wood, wood charcoal	607,372	1,086,022	1,173,064
'62	Articles of apparel, accessories, not knit or crochet	332,535	793,108	843,282
'07	Edible vegetables and certain roots and tubers	891,000	851,819	809,984
'71	Pearls, precious stones, metals, coins, etc	1,871,047	797,516	321,500
'03	Fish, crustaceans, molluscs, aquatic invertebrates nes	318,301	306,489	279,793
'26	Ores, slag and ash	10,402	244,760	232,550
'40	Rubber and articles thereof	194,951	228,740	199,564
'10	Cereals	169,531	226,812	170,943
'64	Footwear, gaiters and the like, parts thereof	52,968	102,340	116,108
'12	Oil seed, oleagic fruits, grain, seed, fruit, etc, nes	71,160	80,166	116,070
'90	Optical, photo, technical, medical, etc apparatus	9,264	63,279	89,529
'74	Copper and articles thereof	52,624	38,857	62,054
'61	Articles of apparel, accessories, knit or crochet	4,861	51,888	61,349
'08	Edible fruit, nuts, peel of citrus fruit, melons	2,543	41,067	53,401
'25	Salt, sulphur, earth, stone, plaster, lime and cement	5,259	34,050	30,523

'20	Vegetable, fruit, nut, etc food preparations	1	22,243	29,842
'84	Machinery, nuclear reactors, boilers, etc	114	12,853	22,884
'85	Electrical, electronic equipment	1,767	12,327	20,097
'01	Live animals	426	9,903	14,103
'09	Coffee, tea, mate and spices	10,558	8,656	10,859
'24	Tobacco and manufactured tobacco substitutes	5,948	1,159	8,043
'11	Milling products, malt, starches, inulin, wheat gluten	-	9,057	7,801
'94	Furniture, lighting, signs, prefabricated buildings	1,941	5,077	7,498
'23	Residues, wastes of food industry, animal fodder	23	15,174	7,080
'39	Plastics and articles thereof	1,118	5,407	6,323
'99	Commodities not elsewhere specified	-	10,038	6,133
'38	Miscellaneous chemical products	41	1,659	5,258
'73	Articles of iron or steel	543	5,054	5,063
'29	Organic chemicals	3,162	5,109	4,797
'63	Other made textile articles, sets, worn clothing etc	3,623	5,208	4,502
'16	Meat, fish and seafood food preparations nes	-	5,213	4,485
'72	Iron and steel	-	3,060	4,158
'41	Raw hides and skins (other than furskins) and leather	6,734	4,990	3,722
'14	Vegetable plaiting materials, vegetable products nes	1,819	1,877	3,370
'04	Dairy products, eggs, honey, edible animal product nes	1,549	3,768	3,337
'05	Products of animal origin, nes	5,250	7,812	3,332

'46	Manufactures of plaiting material, basketwork, etc.	1,024	2,572	3,145
'67	Bird skin, feathers, artificial flowers, human hair	1,733	2,038	2,929
'17	Sugars and sugar confectionery	9,450	2,484	2,728
'87	Vehicles other than railway, tramway	3	1,496	2,538
'15	Animal,vegetable fats and oils, cleavage products, etc	18	2,045	2,414
'28	Inorganic chemicals, precious metal compound, isotopes	276	8,511	2,099
'47	Pulp of wood, fibrous cellulosic material, waste etc	6,074	9,266	1,821
'76	Aluminium and articles thereof	-	1,106	1,689
'42	Articles of leather, animal gut, harness, travel goods	-	195	1,434
'96	Miscellaneous manufactured articles	1,397	2,091	1,369
'33	Essential oils, perfumes, cosmetics, toiletries	139	1,308	1,319
'22	Beverages, spirits and vinegar	690	341	1,162
'68	Stone, plaster, cement, asbestos, mica, etc articles	170	593	1,081
'19	Cereal, flour, starch, milk preparations and products	319	634	1,033
'32	Tanning, dyeing extracts, tannins, derivs,pigments etc	246	663	948
'65	Headgear and parts thereof	113	617	820
'13	Lac, gums, resins, vegetable saps and extracts nes	4	168	754
'97	Works of art, collectors pieces and antiques	1,541	169	709
'34	Soaps, lubricants, waxes, candles, modelling pastes	4	200	704
'53	Vegetable textile fibres nes, paper yarn, woven fabric	-	731	611
'48	Paper and paperboard, articles of pulp, paper and board	147	770	609

'81	Other base metals, cermets, articles thereof	-	80	584
'21	Miscellaneous edible preparations	1,360	535	526
'70	Glass and glassware	33	548	519
'52	Cotton	7,228	3,355	503
'82	Tools, implements, cutlery, etc of base metal	-	417	494
'83	Miscellaneous articles of base metal	9	298	453
'54	Manmade filaments	184	715	438
'58	Special woven or tufted fabric, lace, tapestry etc	4	93	412
'31	Fertilizers	-	54	319
'89	Ships, boats and other floating structures	2,108	469	313
'66	Umbrellas, walking-sticks, seat-sticks, whips, etc	2	18	245
'88	Aircraft, spacecraft, and parts thereof	-	1,228	212
'43	Furskins and artificial fur, manufactures thereof	-	15	183
'69	Ceramic products	12	140	176
'80	Tin and articles thereof	-	473	176
'86	Railway, tramway locomotives, rolling stock, equipment	-	161	174
'35	Albuminoids, modified starches, glues, enzymes	-	182	169
'49	Printed books, newspapers, pictures etc	4	87	167
'95	Toys, games, sports requisites	-	79	157
'78	Lead and articles thereof	-	481	151
'51	Wool, animal hair, horsehair yarn and fabric thereof	-	28	119

'56	Wadding, felt, nonwovens, yarns, twine, cordage, etc	777	1,508	119
'75	Nickel and articles thereof	-		115
'59	Impregnated, coated or laminated textile fabric	3	152	98
'92	Musical instruments, parts and accessories	-	36	87
'60	Knitted or crocheted fabric	-	1	77
'06	Live trees, plants, bulbs, roots, cut flowers etc	9	85	47
'50	Silk	-	76	31
'91	Clocks and watches and parts thereof	-	13	29
'30	Pharmaceutical products	108	80	27
'18	Cocoa and cocoa preparations	-	195	24
'55	Manmade staple fibres	60	387	22
'79	Zinc and articles thereof	-	55	15
'57	Carpets and other textile floor coverings	-	36	9
'37	Photographic or cinematographic goods	-	224	1
'02	Meat and edible meat offal	15,546	23	

Source: ITC Trade map

## ANNEX: 04

## Foreign investments by Country

Permitted Enterprises				
No	Country	No	USD in Mn	%
1	China	5	13,949	34.3%
2	Thailand	61	9,568	23.5%
3	Hong Kong	38	6,308	15.5%
4	Republic of Korea	49	2,941	7.2%
5	UK*	52	2,760	6.8%
6	Singapore	72	1,804	4.4%
7	Malaysia	41	1,027	2.5%
8	France	2	469	1.2%
9	United States	15	244	0.6%
10	Indonesia	12	241	0.6%
11	The Netherlands	5	239	0.6%
12	Japan	24	216	0.5%
13	India	6	262	0.6%
14	Philippines	2	147	0.4%
15	Russian Federation	2	94	0.2%
16	Australia	14	82	0.2%
17	Austria	2	73	0.2%
18	Panama	2	55	0.1%
19	Vietnam	3	42	0.1%
20	United Arab Emirates	1	41	0.1%
21	Canada	14	40	0.1%
22	Mauritius	2	31	0.1%
23	Germany	2	18	0.0%
24	Republic of Liberia	2	15	0.0%
25	Denmark	1	13	0.0%
26	Cyprus	1	5	0.0%
27	Macau	2	4	0.0%
28	Switzerland	1	3	0.0%
29	Bangladesh	2	3	0.0%
30	Israel	1	2	0.0%
31	Brunei Darussalam	1	2	0.0%
32	Sri Lanka	1	1	0.0%
	<b>Total</b>	<b>467</b>	<b>40,699</b>	<b>100%</b>

Source: Ministry of National Planning and Economic Development

**ANNEX: 05****MAIN RETAIL PLAYERS IN MYANMAR****CITY MART**

Established in 1996, City Mart supermarket has firmly established itself amongst urban households who appreciate quality food and lifestyle. In 2011, it opened Marketplace by City Mart, the flagship store at the Golden Valley shopping center. City Mart Supermarket is determined to be the market leader in food retailing. They are committed to delivering quality, freshness, innovative food ideas, value for money, a comprehensive product range, superior customer services and a pleasant shopping environment for all our customers. At the supermarkets, they offer a wide range of international and premium products to better serve our customers growing lifestyle needs. The company aims to be recognized as “the fresh food people” eventually in the urban community. Currently operates 14 City Mart supermarket outlets and are set to expand further as the customer demands grow. City Mart Supermarket is a subsidiary of City Mart Holdings Co. Ltd

**Business Contact Info:**

City Mart Holding Co.Ltd.

Head Office: Padonmar Stadium (East Wing),

Bargayar Street,

Sanchaung Township,

Yangon.

Tel: (951) 508460 / 61 / 62

Fax: (951) 512019

Email: [enquiry@city.com.mm](mailto:enquiry@city.com.mm)

Web: [www.cmhl.com.mm](http://www.cmhl.com.mm)

## OCEAN

Ocean was the first Hypermarket to open in Myanmar in 2006 and it is the leading Hypermarket in Myanmar. The supercenters are a convenient one-stop shopping experience to satisfy the needs of every household and every member of the home in the city. Ocean Supercenter is a large format retailer that is committed in delivering great quality and value to all customers. Currently operates 4 Ocean Supercenter outlets with 2 in Yangon, 1 in Nay Pyi Taw and 1 in Mandalay.

The products range from fresh produce, dry foods and snacks to large furnishing and electronics. Women's wear, Textile, Mens' wear, Sportswear, Footwear & Bags. Fashion is important for our everyday lives. It influences how one feels and is how one projects the personality to the world. That's why Ocean Supercenter is always trying to bring the latest designs and fashion trends. The customers can choose from many styles, colors, sizes and design traditional and modern. The company is constantly extending the product range and variants to meet ever-increasing demands from the customers. To ensure the consistent delivery of quality to the customers, the company works with a host of business supply partners, large or small, from within Myanmar as well as globally.



### **Business Contact Info:**

City Mart Holding Co.Ltd.  
Head Office: Padonmar Stadium (East Wing),  
Bargayar Street,  
Sanchaung Township, Yangon.  
Tel: (951) 508460 / 61 / 62  
Fax: (951) 512019  
Email: [enquiry@city.com.mm](mailto:enquiry@city.com.mm)  
Web: [oceansupercenter.com](http://oceansupercenter.com)



## **SEIN GAY HAR COMPANY LIMITED**

First started Sein Gay Har Super Market at (China Town) in (1985) and expanded to 6 Places. Now there are ( 2 ) Hypermarkets in Dagon Township & Kamayut Township selling consumer goods, textiles, jewellery, medicines and medical equipment, sports equipment and food and beverages including varieties of fast food outlets.

The hypermarkets have floor managers, supervisors and sales persons who are polite and alert to satisfy the needs of the customers. There are daily reviews of the personnel behavior and daily, weekly, monthly audit of revenue. If anyone visits the hypermarket, he will find that the company has a vibrant organizational culture.

Their company type mainly related to Trading, Importers and Exporters, Wholesale and Retail Distributor.



### **Business Contact Info:**

SEIN GAY HAR SUPER CENTRE

No.44, Pyay Road,

Dagon Township,

Yangon,

Myanmar.

Hotline: (+95-1)395 140

Web: [www.seingayhar.com](http://www.seingayhar.com)

## **GA MONE PWINT CO. LTD**

Ga Mone Pwint Co Ltd or simply GMP Co Ltd, as it was originally known, was founded in 1991. Their mission was to trade used cars, lubricants, car tires, automotive batteries and commodities.

Its first department store of the company was opened in 1995 serving a mid-income clientele. In 1999, GMP extended another department store in the downtown area of Yangon, Myanmar. The third department store was opened in 2002 in the Chinatown area of Yangon, Myanmar. In 2003, the first department store was extended & renovated with modern design.

With 2004 came a major turning point, the company invested in a modern 3-story shopping mall and a fourteen-story condominium with unlimited lifestyle for a growing city. That location is a prime area in Yangon, Myanmar. The model shopping mall in Yangon was opened in 2008.



### **Business Contact Info:**

Tel: 95-1-516533-6, 95-1-526928

Email: [inquiry@gmpshopping.com](mailto:inquiry@gmpshopping.com)

Web: [gmpshopping.com](http://gmpshopping.com)

## **CAPITAL DIAMOND STAR GROUP**

Founded in the early 1960's the company was registered as DIAMOND STAR CO. LTD. in 1990 when Myanmar business law was set up. The company's Retail Division was established in 2008 when it opened its first Hypermart under the name of Capital Hypermart. The first Capital Hypermart, situated in Thaketa Township in Yangon, has 6,000 square meters of shopping space and is the first and largest hypermart in Myanmar.

The company envisions Capital Diamond Star Group to become the first choice in the mind of our customers and to be the leading global vendor partners in providing quality products and services for both the Myanmar and the regional markets. The company aspires to create caring and responsible employees working within a corporate culture of integrity with unwavering focus on customer services, the community and the environment.



### **Business Contact Info:**

#### **Sule Pagoda Road Office**

No. 256-260, Sule Pagoda Road,  
Kyauktada Township,  
Yangon, Myanmar.

Tel: +95-1-373 388

Fax: +95-1-242 663

Email: [info@cdsg.com.mm](mailto:info@cdsg.com.mm)

Website: [www.cdsg.com.mm](http://www.cdsg.com.mm)

**ANNEX: 06****MAIN DISTRIBUTION PLAYERS IN MYANMAR****DKSH**

DKSH Myanmar is the leading provider of Market Expansion Services in Myanmar. Operating in Myanmar since 1995, they provide clients and customer's integrated and tailor-made services along the entire value chain, offering any combination of sourcing, marketing, sales, distribution, and after-sales support services. With over 1,291 specialist employees, DKSH Myanmar provides business partners with a wide range of knowledge and experience, combined with deep industry expertise in the specialized Business Units of Consumer Goods, Healthcare, Performance Materials and Technology. The company has strong linkage throughout the country from the head office in Yangon and branches in Mandalay, Myitkyinar, Taungyi, Mawlamyaing and Lashio. We serve more than 35,000 customers in the country.

Organizational structure is built on all four Business Units: Consumer Goods, Healthcare, Performance Materials and Technology.

- Consumer Goods
- Healthcare
- Performance Materials

**Business Contact Info:**

No.13, Thit Sar St, Yankin,  
Yangon, Myanmar

## **MEGA LIFE SCIENCES LTD**

Established in 1982, Mega Life sciences is engaged in manufacturing, marketing, selling and distributing Medicines – Nutritional, Herbal, OTC-drugs & Prescription-drugs in developing countries. Mega Life sciences is committed to provide quality products & services to our customers & consumers through constant improvement and innovation. Mega Life sciences is a Thinking Organization that changes before it is forced to change & endeavor to grow beyond each of us. Our manufacturing facilities located in Thailand & Australia, have received international accreditation from reputed health authorities around the world with respect to good manufacturing practices. Currently we have offices in 18 Countries and we export to in Asia-Pacific, Middle East, Africa, CIS-Countries, Latin America and Europe. The four pillars of the Mega values consist of; respect for the individual's differences; freedom in work and the personal life; trust in people; and truth in whatever we do.

We uphold truth in all key aspects:

- Our products meet the standards;
- The doses go by the measure;
- We make no exaggerating claims; and
- We give no false promises.

They are also committed to developing mutual trust and respect in our suppliers, distributors, customers, as well as the country in which we operate.



### **Business Contact Info:**

Mega Lifesciences Ltd.

Universal Building, No.1A/7, Shwe Pin Lon Housing Estate, Bayint Naung Road, Ward 27, North Dagon Township, Yangon, Myanmar Tel.: 951-701817

Fax: 951-580125

Email: [info.mm@megawecare.com](mailto:info.mm@megawecare.com)

**ANNEX: 07**

**IMPORTANT CONTACT DETAILS**

1. Chairman

Myanmar Investment Commission  
Office No.32, Nay Pyi Taw  
Myanmar  
Tel: 067-406075, 067-406342, 067-406122 (Director General)  
Contact: U Aung Naing Oo, Director General, Directorate of Investment and Company Administration (DICA)

2. Director General

Customs Department  
132 Strand Road, Yangon, Myanmar.  
Tel: 95-1- 248-173, 95-1- 391-437  
Website: <http://www.myanmarcustoms.gov.mm>

3. Central Bank of Myanmar

Building 55, Special Zone,  
Yarza Thingaha Road,  
Nay Pyi Taw  
Tel: 067-418203  
Fax: 067-418142

4. Sri Lanka Embassy in Myanmar

34, Taw Win Road, Dagon Township  
Yangon, Myanmar.  
Tel: 00951222812  
Fax: 00951221509  
Email: [srilankaemb@myanmar.com.mm](mailto:srilankaemb@myanmar.com.mm)  
[embsrilanka@yangon.net.mm](mailto:embsrilanka@yangon.net.mm)

5. Sri Lanka Export Development Board

42 EDB –NDB Tower,  
Nawam Mawatha, Colombo 02  
Sri Lanka  
Tel: 0094 112300705-11  
Fax: 0094 112300715  
Email: [edb@tradenets.lk](mailto:edb@tradenets.lk)  
Web: [srilankabusiness.com](http://srilankabusiness.com)